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## ABSTRACT OF THE DISCLOSURE

A method of increasing the number of applications for enrollment at an institution of higher learning, including the initial profiling of the institution's candidate inquiry pool against the institution's enrollment objectives, the electronic solicitation of additional information and the reiterative profiling of candidates during the period before an application is sent to determine the candidate's continued interest, the customization of interest piquing communications with the candidates and the application itself, the offering of choices as to the method of completing the application and incentives to do so, and the evaluation of the program from the monitoring of the application responses.

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